

HAY FESTIVAL

imagine the world

REPORT



16 – 24 SEPTEMBER 2017
SEGOVIA, SPAIN

OVERVIEW

“The 12th edition of the Hay Festival consolidates itself as one of the most important cultural events of the year.”

Cinco Días



Created in 2006, the 12th edition of **Hay Festival Segovia** confirmed its reputation as Spain’s leading festival of ideas, literature and the arts, including architecture and the visual arts.

The media highlighted the importance of the festival:

“Hay Festival was once again a resounding success, with most events sold out. A huge audience attended.” **El Norte de Castilla**

“To explore the theme of cities at this year’s Hay Festival Segovia – their past present and future – we brought together authors and readers from all over the world, provoking conversations on how to respond to the global challenges of our time. And once again, Hay Festival Segovia was a celebration of literature and an opportunity to discuss the issues of the day.” **María Sheila Cremaschi, director of Hay Festival Segovia**

“A literary haven (and for many other arts) in Segovia.” **ABC**

As ever, major names from the world of literature led the programme: **Jeanette Winterson** shared her passion for Shakespeare; poet and novelist **Ben Okri** discussed the African roots of magic realism, while **Leila Slimani**, winner of the 2016 Goncourt prize, explored women's issues in the West. Spanish writers **Santiago Posteguillo**, **Juan Cruz** and **Dolores Redondo** discussed their latest books, while Prince of Asturias Literature prize-winner **Antonio Muñoz Molina** looked back over his long and distinguished career, and **Fernando Aramburu**, whose *Patria* was the literary sensation of the year, talked to journalist **Jesus Calero**, while **Javier Marias**, one of Spain's most celebrated writers, discussed his long-awaited novel *Berta Isla*. **Elvira Sastre** and **Jay Bernard** attracted huge attention on social media.

"If anything holds up the twelfth edition, it is the concepts of innovation and quality, like some kind of specialized laboratory." **Efe**

Transforming the world's cities: Pritzker Prize-winning architect **Richard Rogers** spoke to **Martha Thorne**, Dean of the IE School of Architecture and Design, about his vision for the future of our cities. **Deyan Sudjic**, the Director of London's Design Museum, talked about the impact of urban planning, while architects **Luis Vidal** and **Benedetta Tagliabue** addressed various themes. **Sou Fujimoto** talked about the transformation of Budapest. Berlin, a city that has been reinvented over the past century, was the star of a series of films presented by the Goethe Institut.

On the cities of the past, **Giles Tremlett** discussed England in the times of Catherine of Aragon, while **Catherine Maxwell-Stuart** retold the story of Jacobite Scotland. **Lorenzo de' Medici** talked with **Guillermo Solana**, the director of the Museo Thyssen Bornemisza and presented a series of screenings, documentaries and workshops that looked at life in Florence during the Renaissance, as part of the 25th anniversary of the Thyssen Bornemisza Museum.

"Hay Festival Segovia: the biggest ideas event in Spain. Not-to-be missed events."
Vogue, Spanish edition

Events looking at the latest developments in the art world proved a major attraction: **Doris Salcedo** discussed her attempts to create a space for individual and collective mourning; while the relationship between artists and patrons in promoting and protecting the arts was the focus of several conversations, including the prize-winning documentary film-maker and novelist **Hannah Rothschild**, chair of the Board of Trustees of London's National Gallery, Peruvian entrepreneur and major international collector **Eduardo Hochschild**, **Juan Cambiasso**, lawyer, collector and a former international patron of the Prado Museum, and **Guillermo de Osmá**, gallery owner and the curator of many major exhibitions over the past two decades.

"The future of everything that was debated, focused on literature and the arts, but extended to other fields." **El Mundo**

Among the leading thinkers sharing their ideas were **Guillermo de la Dehesa** and politician **Joaquín Almunia**, who looked at the future of Europe, along with **Adam Austerfield** of the LSE. Historian **Paul Preston** discussed Spain's efforts to deal with human rights abuses committed more than half a century ago, while international lawyer and author **Philippe Sands** talked about his novel 'East West Street' which explores the links he uncovered between the impact of the holocaust on his family during the Second World War and the Nuremberg Trials. The impact of immigration was explored by British writer **Nikesh Shukla**.

The risks and rewards of technology were the topic of the inaugural event of this year's Hay Festival, co-organised by **El País**, **RENFE**, the **Fundación Banco Sabadell**, **AC/E**, **IE University** and **Segovia City Hall**, with the participation of **Fernando Benzo**, Secretary of State for Culture, UK Ambassador **Simon Manley**, Santiago Iñiguez, President Executive of IE University, scientist and author **Amador Menéndez**, international relations expert **Cristina Manzano** and **Manuel Muñiz**, the Dean of IE University's School of International Relations.

HAY FESTIVAL GLOBAL THEMES

Hay Festival International Fellow 2017/18 and prize-winning YA writer **Jenny Valentine** is travelling to each festival around the world. In Segovia, she met students in workshops throughout the festival. And as part of the **Aarhus 39** literary outreach project, **Ana Cristina Herreros** visited schools in Segovia.

Key strands of this year's programming drew on the Festival's 30th anniversary year in the UK:

30 Reformations marked 500 years since Martin Luther's theological revolution, with leading writers and thinkers discussing the impact of the Reformation at several events. **AC Grayling**, **Antonio Muñoz Molina** and **Peter Florence** discussed how it has changed society, arts and politics in the West, while leading civil rights lawyer Baroness Helena Kennedy proposed radical progress in international Human Rights law.

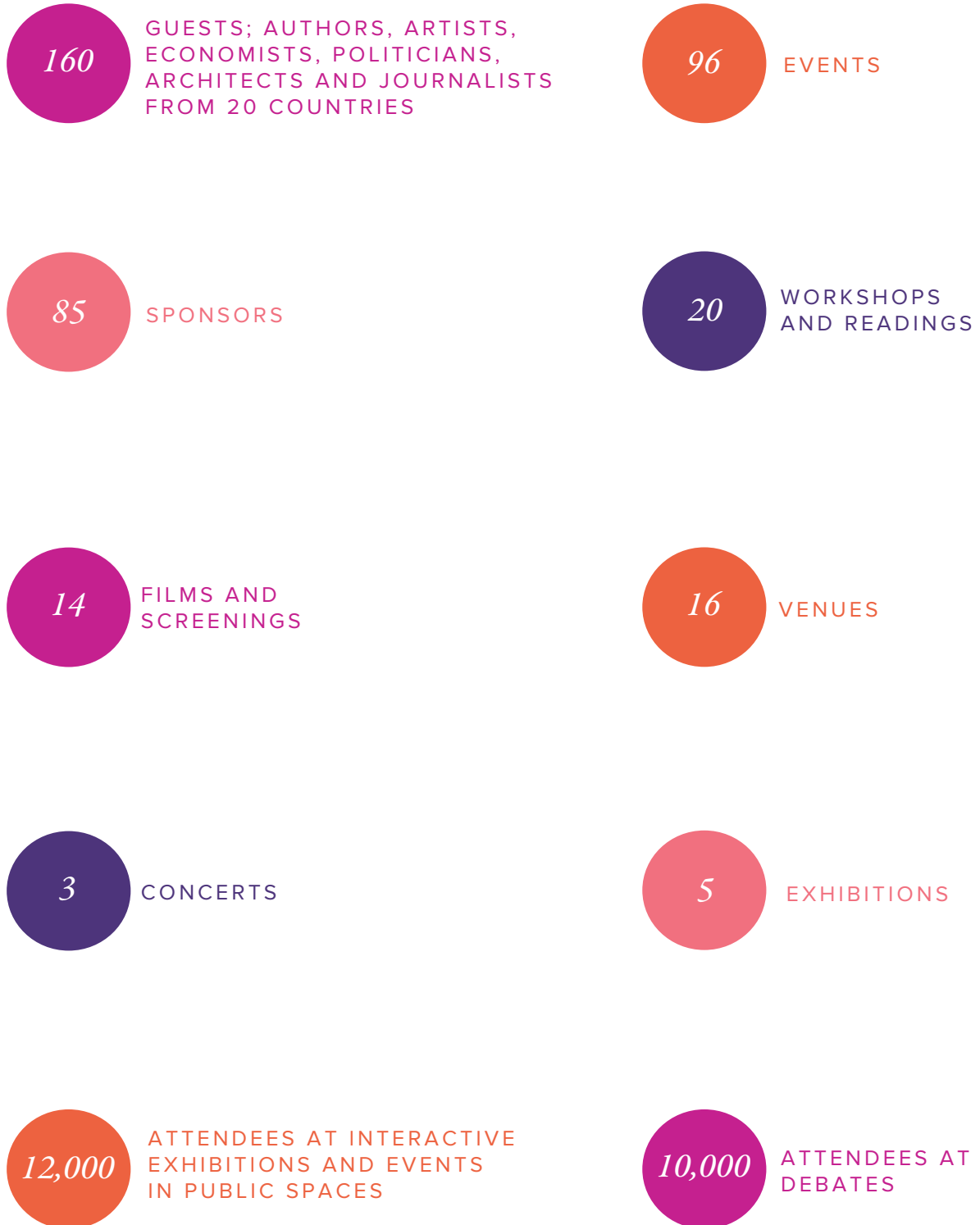
"Visitors attend a range of multitudinous events held throughout the city."
Harper's Bazaar

In 2017, Hay Festival Segovia took to the streets, along with churches, monasteries, gardens, and squares.

Art exhibitions were hosted at local landmarks, such as Italian Roberto Barni's works in the Huerto de Félix Ortiz, while the Plaza Mayor was the setting for *Too Good to Waste*, created by the **American Hardwood Export Council** and designed by architect **Benedetta Tagliabue**. This questioned the validity of the current relationship between wood consumption and fashion via an interactive installation crafted by furniture makers **Benchmark**. The exhibition attracted more than 5,000 children, teenagers and adults. La Alhóndiga hosted an interactive exhibition of audiobooks by **Storytel**. Once again, the **50 Poetry Whisperers** were out and about in Segovia, this time in three central locations: the Plaza Mayor, the Plaza San Martín and the Quintanar Palace, bringing poetry to surprised passers-by, while public readings were held in streets and squares: from the Jardines del Romeral de San Marcos to the Plaza Mayor and Plaza de San Martín.

There were film screenings in the Cinemateca La Cárcel and debates in the Aula Magna of the Campus of Santa Cruz la Real de IE University, the Capilla del Museo Esteban Vicente, Palacio Quintanar and San Juan de los Caballeros.

THE FESTIVAL IN NUMBERS





UNIVERSITY



कल्पना दुनिया का *imagine the world*
NOBO DIGONTER KOLPONA
कल्पना दुनिया का *waza dunia*
DYCHMIE ŚWIATA I BYD

ORG
MIDDLE EAST

MEDIA COVERAGE

Print and audiovisual media audience: 519,225,662

Print media return €4,529,479

Print and online media audience: 195,234,262

Radio audience: 6,757,479

Radio economic return: €695,790

Two communication agencies were contracted by Hay Festival Segovia 2017; their press clippings reflect the favourable reception of the critics.

The economic evaluation of print and online media totalled an economic return of €4,529,479 and an audience of 195,234,262.

There were 48,000 followers on social media during the festival.

Radio Nacional de España broadcasted its *Ojo crítico*, the country's most prestigious arts programme, live from Segovia, while news of Hay Festival Segovia on the state broadcaster and other national and regional radio stations reached a total audience of 6,757,479, with an estimated economic value of €695,790.

There were 20 reports by BBC World Television, Spanish state broadcaster TVE's 24-hour international channel and several national and regional television channels, reflecting a multi-million-euro economic return and reaching an estimated minimum audience of 300 million people worldwide. Television and radio coverage in total reached an audience of 306,057,000.

Numerous prizes and awards highlight Hay Festival Segovia as Spain's leading literature and arts event

2007: Peter Florence, founder and director of Hay Festivals, was presented with the keys to the city of Segovia. In the New Year's Honours list in Jan 2018, he was awarded a CBE (Order of the British Empire).

2008: Spain International Press Circle Award.

2013 and 2014: The Hay Festival Segovia obtained the Spanish Culture Ministry's maximum score for subsidies on a competitive basis.

2017: Ranked in the Observatorio de la Cultura's list of outstanding cultural institutions in Spain and the number one festival of ideas, literature and the arts.

In 2013, María Sheila Cremaschi, director of the Hay Festival Segovia, was made a member of the Order of the British Empire and in 2015, King Felipe VI awarded her the Cross of Isabel La Católica, Spain's most prestigious honour.

"Celebrates its 12th edition with a well-rounded programme."

ABC

"A major national and international event covering the arts and literature."

La Razón

"Hay Festival Segovia: 12 editions at the highest level."

El Norte de Castilla

"Dozens of writers, artists and intellectuals with the sole purpose of discussing with absolute freedom the issues of the day, from the perspective of culture and thought, as well as democracy - we are talking about Hay Festival Segovia, the only one of its kind in Spain."

El Día de Segovia

"The perfect backdrop to celebrate reason, thought and culture." said

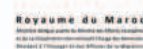
Fernando Benzo, El Adelantado de Segovia.

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AC/E ACCIÓN CULTURAL ESPAÑOLA







ABOUT HAY FESTIVAL

Hay Festival brings readers and writers together to share stories and ideas in sustainable events around the world. The festivals inspire, examine and entertain, inviting participants to imagine the world as it is and as it might be.

Hay Festival is an international celebration of arts and sciences that has been held for the past 30 years in Hay-on-Wye, a small town in Wales that is famous for its bookshops. The Festival lasts 11 days, hosts more than 700 events, debates, interviews and concerts. Its audience comes from the UK, Europe and the Americas.

Hay Festival has expanded to run Festivals around the world since 2006 including Hay Festival Cartagena de Indias (Colombia), Hay Festival Segovia (Spain) Hay Festival Queretaro (Mexico) and Hay Festival Arequipa (Peru). Hay curates 39 gatherings of emerging writers which has been run in Bogotá (2007), Beirut (2010), Port Harcourt (Nigeria 2014), Mexico (2015), Aarhus, Denmark (2017) and again in Bogotá (2018). These events select and promote 39 writers under 40.



The Hay Festival is defined by:

- Sharing literature locally and internationally in order to promote dialogue, cultural exchange, education and development
- Presenting inclusive and accessible events with international artists, and contributing to social action and development
- Providing free tickets to students in tertiary education, and to pupils on Schools Days at each Festival
- Working with local and international institutions, organisations and private companies, maximizing the impact of the Festivals' connection with the local population
- Increasing the impact of Hay Festival events through Hay Player reaching a global audience in English and Spanish languages